

NAVY DIVERSITY RECRUITING



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Operations Officer
Navy Recruiting Command**

22 October 2009

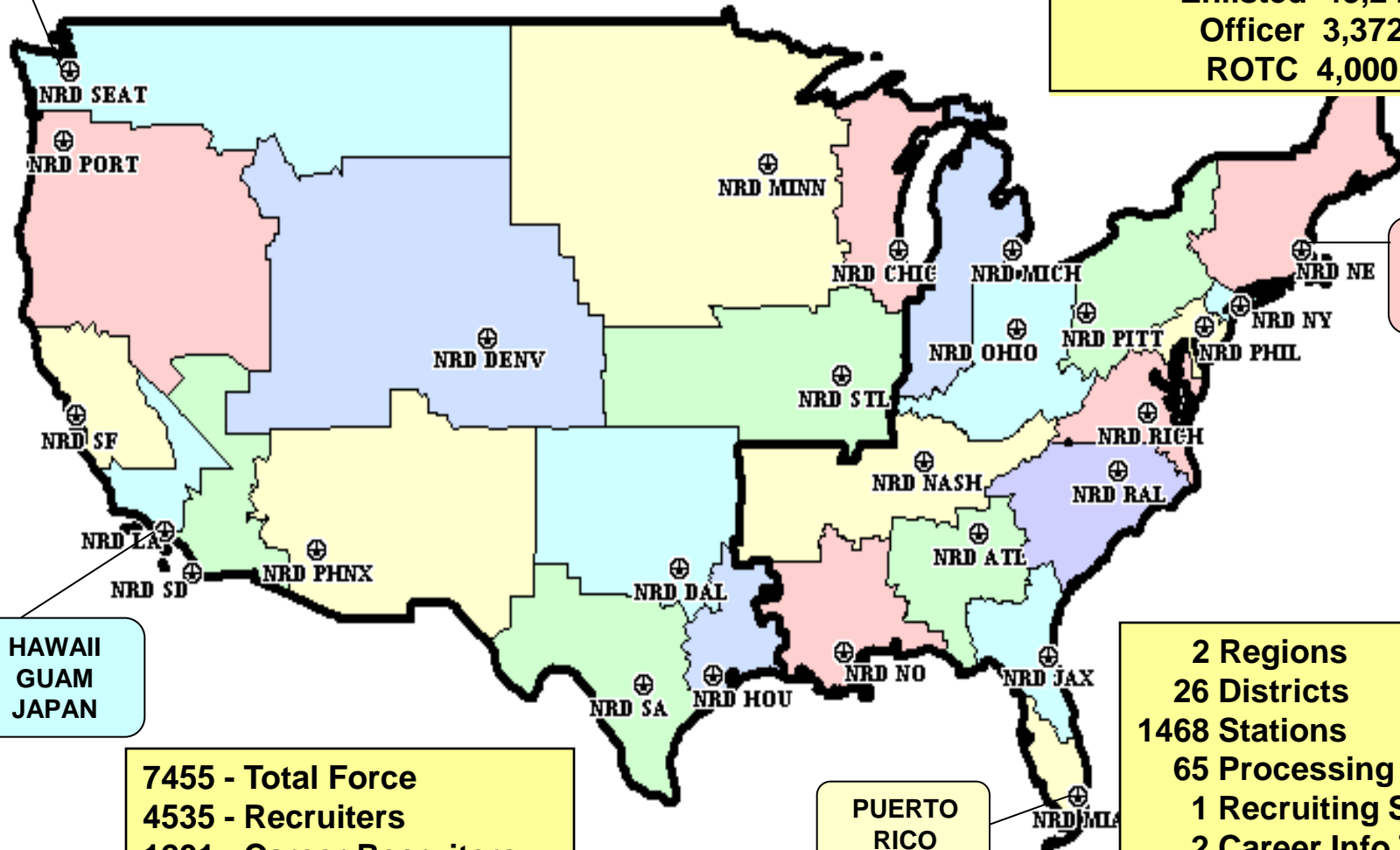


NAVY RECRUITING COMMAND

ALASKA

FY09 Recruiting Mission:
Enlisted 43,243
Officer 3,372
ROTC 4,000

LONDON
GERMANY
ITALY



HAWAII
GUAM
JAPAN

7455 - Total Force
4535 - Recruiters
1201 - Career Recruiters
1719 - Support Staff

2 Regions
26 Districts
1468 Stations
65 Processing Stations
1 Recruiting School
2 Career Info Teams
1 Reserve Unit

As of 01Oct09

PUERTO
RICO



Navy Recruiting Command

■ Mission

- Recruit the best men and women for America's Navy to accomplish today's mission and meet tomorrow's challenges.
- Chief of Naval Operations: Strategic imperative for a diverse, representative Navy officer corps by 2037.
- Navy Recruiting Command: Fully aligned to attract and recruit a diverse workforce capable of meeting 21st century Navy missions.

■ Vision Statement

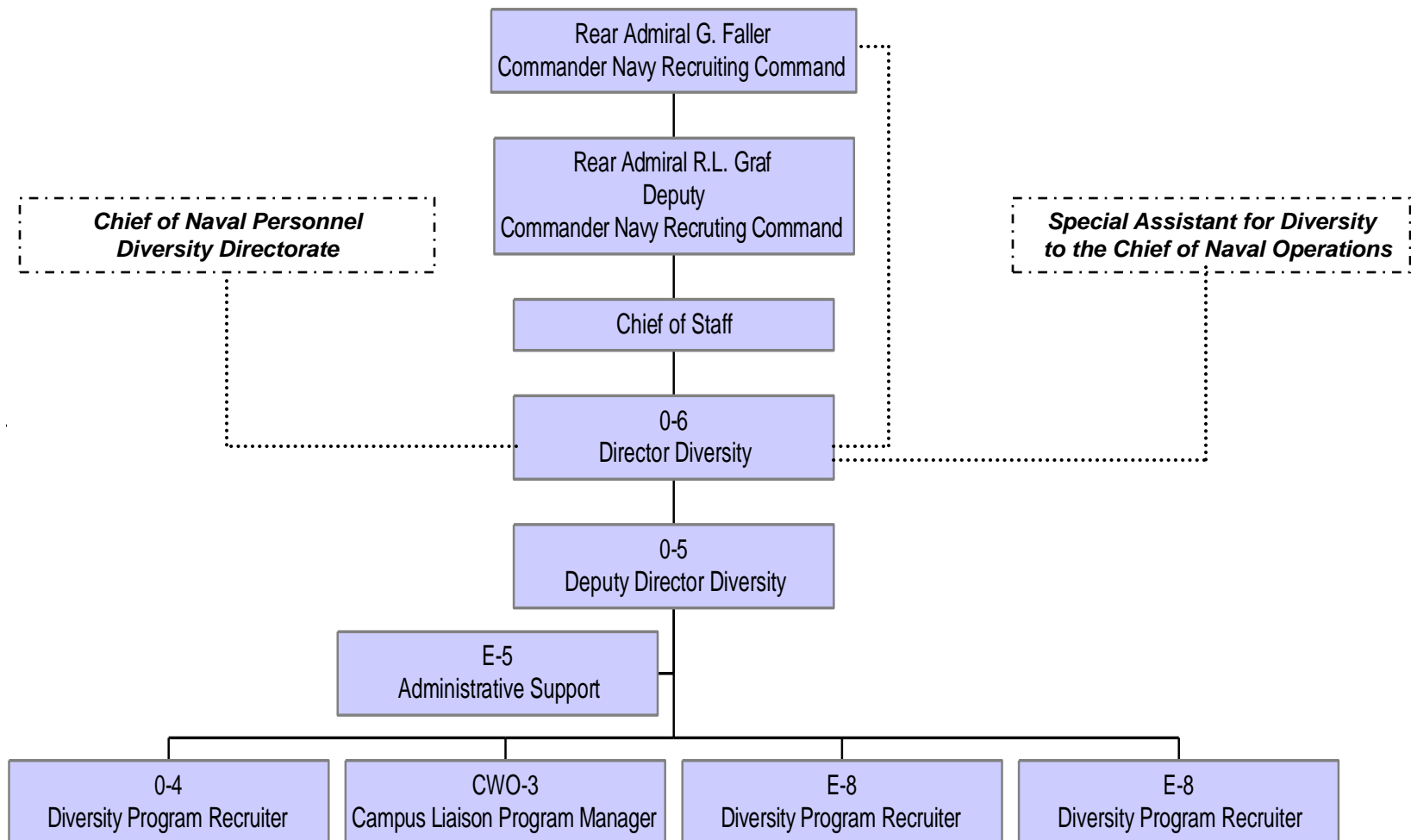
- Ensure the fleet is manned with the best qualified, most diverse Sailors possible. Shape the Navy of tomorrow.

■ Navy Recruiting Diversity Directorate:

- Director (O-6, CAPT); Deputy (O-5, CDR); 5 Staff Members



Navy Recruiting Diversity Directorate





Navy Recruiting Diversity Strategy

- **Focus on Affinity Group Partners.** Participate in National, Regional, Local Chapter events, generate leads to hire diversity officers.
- **“On the Spot” Hiring.** Immediate Selection Reservations, Contingent Field Selections, pre-screen Nuclear Propulsion Officer Candidates for field professional endorsements.
- **Baccalaureate Degree Completion Program.** Created in 1994 to encourage high-quality diversity candidates to complete college and join Navy.
- **Diversity Center of Influence/Student VIP Trips.** Develop, engage and inform National, Regional and Local Influencers.
- **Navy Blitz.** Junior officers from the Fleet engage with student affinity groups and influencers.
- **Campus Liaison Officers.** Influencers who bridge the gap between higher education and diversity recruiting.



Diversity Marketing & Advertising

- **Traditional Media**
 - TV, Radio, Magazine, Direct Mail

- **Interactive Media**
 - Web videos
 - Targeted Websites
 - Social Media (Facebook, YouTube, MySpace)

- **Focused Events**
 - College Expo
 - Sponsorship of national diversity events

- **Events Funding**
 - FY09: \$11.8 Million



FY09 Navy Enlisted Diversity Recruiting

- African American: 9,177
 - 23.9% of recruited force, target was 19%

- Hispanic: 8,642
 - 22.5% of recruited force, target was 18%

- Asian Pacific Islanders: 9,955
 - 25.9% of recruited force, target was 19%



FY09 Navy Officer Diversity Recruiting

- African American: 530 applications, 203 selections (38.3% selection rate)
- Hispanic: 446 applications, 172 selections (38.6% selection rate)
- Asian Pacific Islander: 567 applications, 249 selections (43.9% selection rate)
- Total Navy: 4952 applications, 2175 selections (43.9% selection rate)



Recruiting Best Practices

- Formalized district-level diversity strategy. Sustained local engagement with influencers.
- Marketing and Operations Plan. Standardizes action items across 26 districts.
- Affinity Group Regional Conferences. Sponsor, support, enable, data-mine.
- College and University demographic data. Increase visit frequency/overarching diversity effort.
- Standardized diversity events execution.



Navy Officer Diversity

	<u>TOTAL</u>	<u>AFRICAN AMERICAN</u>	<u>HISPANIC</u>	<u>ASIAN/ PACIFIC ISLANDER</u>
Total Officers	54,026	8.3%	5.9%	4.7%
Officer Recruiters	204	25.6%	10.8%	2.9%
FY09 Officer Applications	4,952	10.7%	9.0%	11.4%
FY09 Officer Selects	2,175	9.3%	7.9%	11.5%



BACK UP

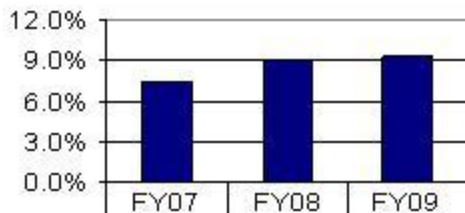


RESULTS - FY09 NAVY Officer Diversity Target vs. Applications *(as of 30 Sep 09)*

Total Navy Applications: FY07 = 2709, FY08 = 2937, FY09 = 4952

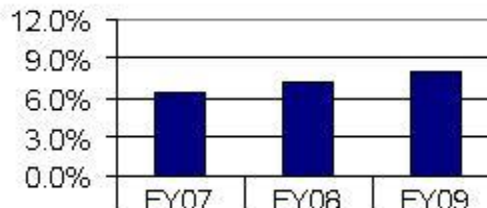
FY09 Total Navy Selections: 43.9% (2175) Total Diversity Selections: 29.7% (624)

AA Selection %



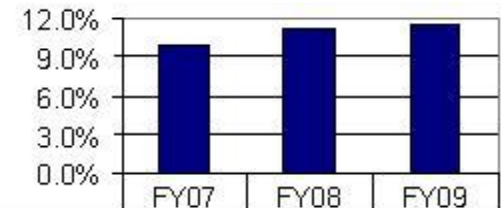
AA app %	7.4%	9.0%	9.3%
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Hisp Selection %



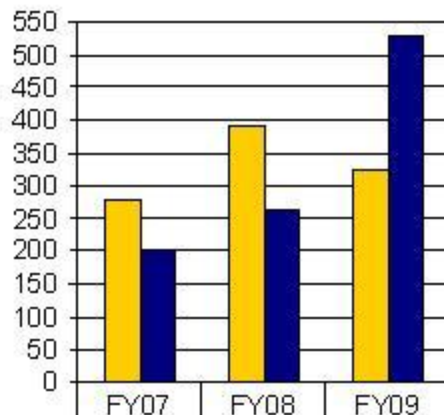
Hisp app %	6.3%	7.2%	7.9%
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API Selection %



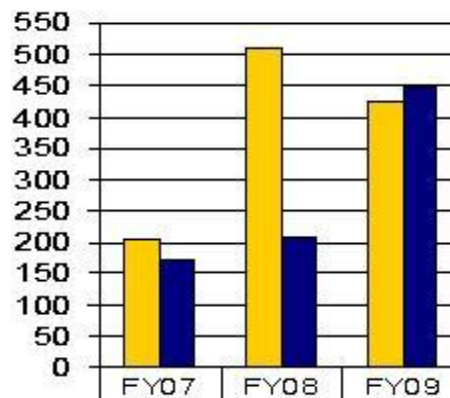
API app %	9.9%	11.2%	11.5%
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AA Target vs Apps



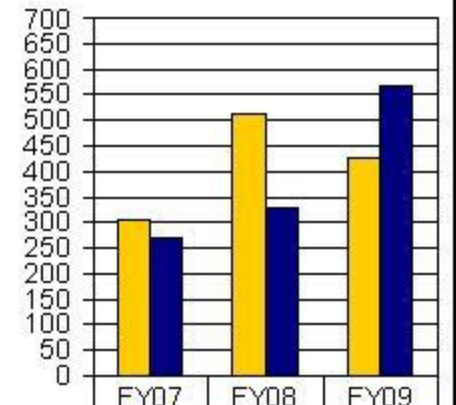
AA tgt	280	392	325
AA app	200	265	530

Hisp Target vs Apps



Hisp tgt	204	510	427
Hisp app	171	210	446

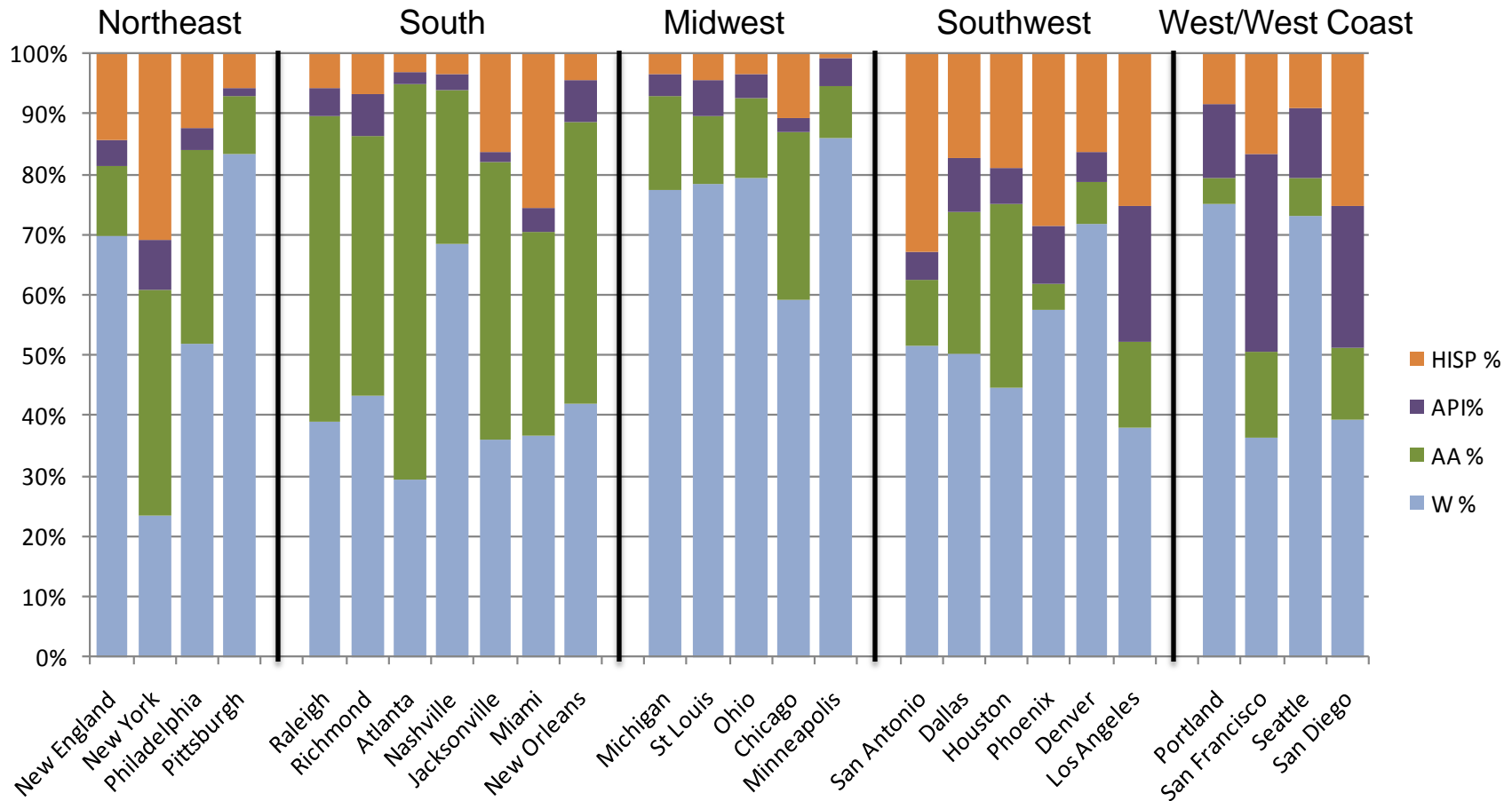
API Target vs Apps



API tgt	304	510	423
API app	269	328	567



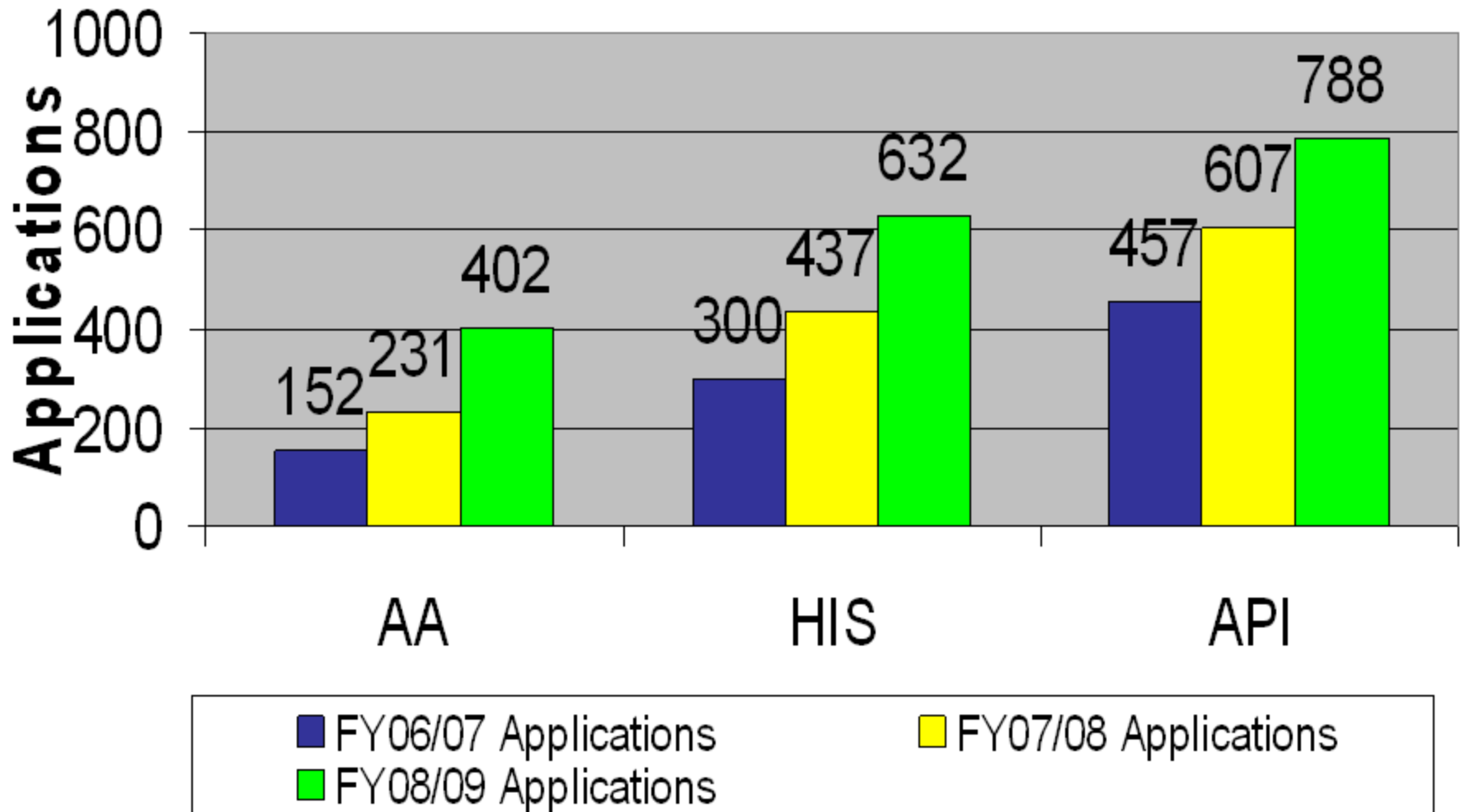
AC Recruiter Manning by Race/Ethnicity



Recruiter diversity aligns with market demographics

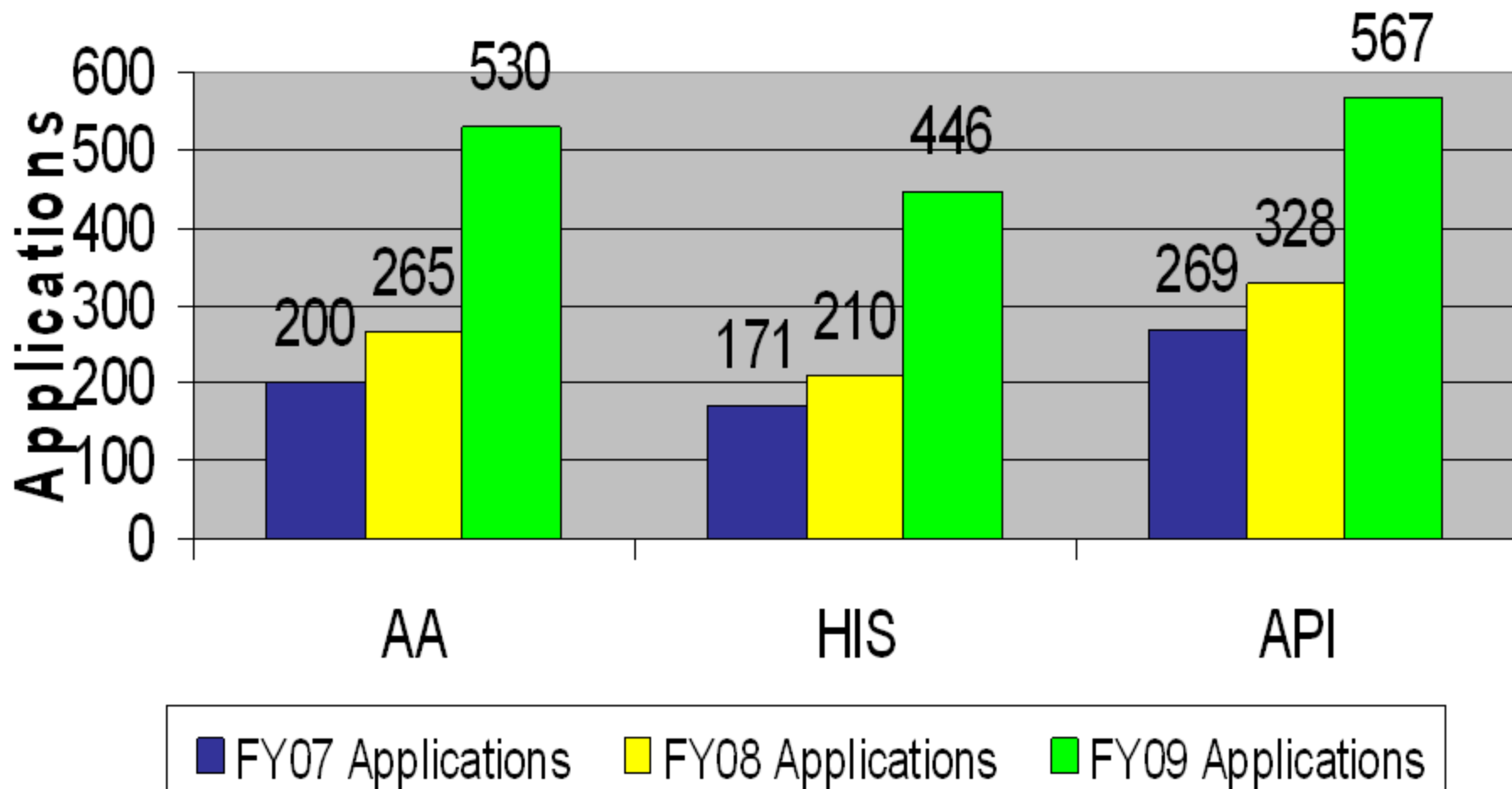


RESULTS - NROTC Diversity Application Trends





RESULTS - OCS/ODS Diversity Application Trends





Production Recruiter Diversity (Off/Enl)

	Male	Female	Total	AA	HIS	API	Total
CRF	574	48	622	89	22	19	130
CRF(RC)	366	71	437	78	61	25	164
9585	3961	392	4353	1107	686	399	2192
9585(RC)	243	69	312	86	56	27	169
9587	47	8	55	17	4	4	25
Enlisted	5190	588	5779	1377	829	474	2680
Officer	116	33	149	25	18	2	45
Total	5307	621	5928	1402	847	476	2725



3rd Quarter FY-09 Diversity Officer End Strength

3rd Qtr Officer End Strength - 54,026

Data counts towards Any and All Self-Reported Race Groups

Diversity Markets		AA	HIS	API
	Diversity group end strengths	4,457	3,192	2,527
	Diversity group percentage	8.3%	5.9%	4.8%
	Total Required to meet 2037(10/13/13) Benchmarks	5,402 (10%)	7,023 (13%)	7,023 (13%)
	Deficit Remaining	945	3,831	4,496